

Message Text

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ACTION EB-08

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AGRE-00 DOE-15 SOE-02 MMO-04 DODE-00 PA-02 PM-05
H-02 L-03 NSCE-00 SSO-00 ICAE-00 INRE-00 ITC-01
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FM AMEMBASSY BONN

TO SECSTATE WASHDC IMMEDIATE 7952

USMISSION USBERLIN

AMEMBASSY BERN

AMCONSUL BREMEN

AMEMBASSY BRUSSELS

AMDMBASSY COPENHAGEN 6081

AMCONSUL DUSSELDORF

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AMEMBASSY STOCKHOLM

AMCONSUL STUTTGART

UNCLAS SECTION 01 OF 03 BONN 07574

FRANKFURT ALSO FOR USTS

E.O. 11652: N/A

TAGS: ETRD, BEXP, GW

SUBJ: INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL
EXPORT POLICY

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REF: STATE 095673

SUMMARY.

1. EMBASSY OFFERS FOLLOWING SUGGESTIONS TO TASK
FORCES RECENTLY ESTABLISHED TO DEVELOP MEASURES TO
PROMOTE US EXPORTS. (1) INCREASE USG DOMESTIC EXPORT

EDUCATIONAL ACTIVITIES. (2) ACCELERATE SHIFT OF US WEIGHTS, MEASURES, SIZES AND STANDARDS TO ALIGNMENT WITH EUROPEAN AND WORLD NORMS. (3) LIMIT USG ANTI-TRUST ACTIONS TO CASES LIKELY TO INJURE US DOMESTIC CONSUMERS. (4) CREATE COMPUTERIZED NATIONAL CIF PRICE DATA BANK. (5) INCREASE NUMBER OF USDOC PAVILIONS SCHEDULED FOR GERMAN TRADE FAIRS IN FY 79 FROM SIX TO EIGHT. (6) STRONGLY SUPPORT EFFORTS OF GERMAN TRADE FAIR ORGANIZERS TO RECRUIT MORE INDIVIDUAL AMERICAN EXHIBITORS. (7) AUTHORIZE DOLLARS 16,000 REQUESTED FOR FY 79 TO FUND MISSION FSO/FSL ESCORTS FOR KEY GROUPS OF GERMAN BUYERS VISITING US FAIRS. (8) PLACE USDOC EXPORT INFORMATION OFFICES IN 20 AMERICAN TRADE FAIRS ANNUALLY. (9) SHARPLY EXPAND

PRESENTLY SCHEDULED DOMESTIC PUBLIC SPEAKING APPEARANCES AND PRIVATE SECTOR MEETINGS BY BETWEEN TOURS FSO COMMERCIAL SPECIALISTS JULY - DECEMBER 1978. (10) ESTABLISH INTERAGENCY PERSONNEL PLACEMENT GROUP TO MAKE FS AND OTHER USG EXPORT SPECIALISTS AVAILABLE TO PRIVATE SECTOR FOR SHORT DETAILS AS CONSULTANTS. (11) WORKING LEVEL TASK FORCE MEMBERS ARE INVITED MEET IN FRG WITH US COMMERCIAL OFFICERS BASED IN EUROPE TO DISCUSS ABOVE AND OTHER SUGGESTIONS. (12) ALTERNATIVELY, MISSION OFFERS SEND ONE OF ITS EXPERIENCED COMMERCIAL OFFICERS TO WASHINGTON TO REVIEW OUR UNCLASSIFIED

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PROPOSALS WITH TASK FORCE. (13) WE NOTE IN PASSING OTHER AREAS ALSO DESERVING DISCUSSION: E.G., EUROPEAN ECONOMIC COMMUNITY TRADE BARRIERS CREATED BY COMMON AGRICULTURAL POLICY, BRIGHT PROSPECTS FOR INCREASED GERMAN TOURIST SPENDING IN USA, UTILITY OF INCREASED USG NON-TAX INCENTIVES FOR EXPORTERS. END SUMMARY.

2. FOLLOWING MESSAGE DRAWS HEAVILY ON RECENTLY

SOLICITED VIEWS OF US COMMERCIAL AND PRINCIPAL OFFICERS IN GERMANY.

3. EMBASSY WELCOMES (AND PLACES ITS OWN SUGGESTIONS WITHIN) FRAMEWORK OF OVERALL ASSESSMENT OF EXPORT PROBLEMS WE FACE PRESENTED BY ASSISTANT SECRETARY OF COMMERCE FRANK WEIL IN HIS APRIL FIFTH ADDRESS TO WORLD TRADE CONFERENCE IN CHICAGO. MR. WEIL DELINEATED PROBLEMS IN REGARD TO TAXATION, EXPORT FINANCING, RESEARCH AND DEVELOPMENT, ANTITRUST LAW AND GOVERNMENT REGULATION. WE TAKE PARTICULARLY SERIOUSLY HIS CALL FOR QUOTE NEED TO REVITALIZE AND EXPAND OUR EXPORT

DEVELOPMENT PROGRAM. IT IS NOW AMONG THE SMALLEST OF
THE MAJOR INDUSTRIAL NATIONS UNQUOTE.

4. SUGGESTION ONE: GIVE HIGHEST USG PRIORITY TO
RAISING DOMESTIC LEVEL OF EXPORT CONSCIOUSNESS AND
STRENGTHENING US WILL TO EXPORT. US PUBLIC MUST BE
PERSUADED THAT NEGATIVE IMPLICATIONS FOR US LIFE
STYLE OF IGNORING EXPORTING ARE SERIOUS. AN

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FM AMEMBASSY BONN

TO SECSTATE WASHDC IMMEDIATE 7953

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EDUCATIONAL PROGRAM MUST BE PUT TOGETHER TO CONVINCE AMERICANS THAT EXPORTING MAKES SENSE THAT IT CAN LEAD TO INCREASED PROFITS. A PART OF THIS EDUCATIONAL UNCLASSIFIED

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PACKAGE MIGHT BE MATERIALS FIRST PRODUCED UNDER CONTRACT BY PRIVATE INDUSTRY OR RESEARCH INSTITUTES AND THEN DELIVERED TO THE POTENTIAL US EXPORTING PUBLIC BY USDOC. PRESENTLY ACTIVE AND RETIRED COMMERCIAL FSOS MIGHT CONTRIBUTE CONSIDERABLY TO THIS EFFORT.

5. SUGGESTION TWO: USG AND THE NATION MUST MOVE MUCH MORE QUICKLY TO BRING OUR SYSTEMS OF WEIGHT, MEASURES, SIZES AND STANDARDS INTO LINE WITH THOSE COMMON IN EUROPE AND THE REST OF THE WORLD -- E.G. THE METRIC SYSTEM, ELECTRICAL STANDARDS, DIN' CORRELATION OF THE TWO MAJOR TARIFF SYSTEMS IN USE (TSUS AND BTN).

6. SUGGESTION THREE: USG MIGHT CONSIDER MAKING ILLEGAL ONLY SUCH INSTANCES OF US COLLABORATIVE

BIDDING, ETC. WHICH IMPACT UNFAVORABLY ON THE AMERICAN DOMESTIC CONSUMER. AT PRESENT US FIRMS IN SAME LINE OF BUSINESS ARE GENERALLY PRECLUDED BY ANTITRUST LEGISLATION FROM JOINING FORCES IN BIDDING ON MAJOR PROJECTS OVERSEAS. TEN US FIRMS ARE, E.G., OFTEN FORCED TO MAKE TEN EXPENSIVE INDEPENDENTLY CONCEIVED COMPETITIVE PROPOSALS WHEREAS COMPETING GERMAN, JAPANESE OR OTHER GROUPS MAY, IN EFFECT, SAY, QUOTE THIS TIME YOU TAKE IRAN, NEXT TIME OUR FIRM WILL BID IN JORDAN UNQUOTE. LET FOREIGN GOVERNMENTS ASSUME BURDEN OF PROTECTING THEIR OWN NATIONAL PRICE INTERESTS WHILE US ANTITRUST LAW LIMITS ITSELF TO PROTECTING THE US CONSUMER AGAINST INJURY FROM COLLUSIVE PRACTICES BY US FIRMS.

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7. SUGGESTION FOUR: CREATE A COMPUTERIZED NATIONAL CIF PRICE DATA BANK. SMALL AND MEDIUM-SIZED US MANUFACTURERS IN NON-COASTAL AREAS OFTEN LOSE SALES TO COMPETITORS IN GERMAN MARKET BY THEIR INABILITY TO QUOTE CIF PRICES. USG SHOULD PUT TOGETHER TECHNOLOGY

AND INFORMATION NOW AVAILABLE TO ALLOW US FIRM TO
TELEX CENTRAL OFFICE, GIVE HIS BASIC SHIPPING DATA
(PRODUCT CATEGORY, POINTS OF ORIGIN/DESTINATION,
WEIGHT, VOLUME) AND RECEIVE IN RETURN ESTIMATED CIF
SHIPPING FIGURE FOR VARIOUS MODES.

8. SUGGESTION FIVE: INCREASE PLANNED FY 79
PARTICIPATION VIA USDOC PAVILIONS IN GERMAN TRADE
FAIRS FROM SIX TO EIGHT.

9. SUGGESTION SIX: INTENSIFY EFFORTS TO ASSIST
SELECTED GERMAN FAIR ORGANIZERS (E.G. IN COLOGNE,
DUSSELDORF AND MUNICH) TO RECRUIT MORE INDIVIDUAL
AMERICAN EXHIBITORS.

10. SUGGESTION SEVEN: AUTHORIZE DOLLARS 16,000
REQUESTED BY EMBASSY FOR FY 79 TO FUND FSO/FSL ESCORTS
FOR GROUPS OF THIRTY OR MORE GERMAN BUYERS TRAVELING
TOGETHER TO AMERICAN TRADE FAIRS.

11. SUGGESTION EIGHT: OPEN USDOC-STAFFED EXPORT
INFORMATION OFFICES IN UP TO TWENTY MAJOR AMERICAN
TRADE FAIRS AND PRODUCT EXHIBITIONS ANNUALLY. AS
APPROPRIATE, SCHEDULE CABINET LEVEL VISITS TO SELECTED
US FAIRS TO MEET FOREIGN BUYERS AND TO ENCOURAGE US
EXPORTERS. SPECIAL USDOC AWARDS SHOULD ALSO BE GIVEN
TO US TRADE FAIR ORGANIZERS WHO ARE UNUSUALLY
SUCCESSFUL IN ATTRACTING FOREIGN BUYERS.

12. SUGGESTION NINE: MAKE IMMEDIATE SHORT TERM
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EFFORT TO INTENSIFY EXISTING USG EXPORT-CONSCIOUSNESS
PROGRAMS BY SHARPLY EXPANDING NUMBER OF FSOS PROJECTED
TO BE IN USA BETWEEN ASSIGNMENTS JULY - DECEMBER 1978
MAKING PUBLIC APPEARANCES, VISITING US FAIR
ORGANIZATIONS, STATE TRADE DEVELOPMENT OFFICES, ETC.
IN ORDER TO PROMOTE WAYS US PRIVATE SECTOR AND USG
COULD WORK TOGETHER BETTER ON EXPORT PROGRAMS.

13. SUGGESTION TEN: SET UP (AT STATE AND CHAIRED
BY STATE E-B) INTERAGENCY GROUP TO INCLUDE USDOC,

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FM AMEMBASSY BONN

TO SECSTATE WASHDC IMMEDIATE 7954

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USDA, OMB AND OTHERS IN ORDER TO DEVELOP PROGRAM TO
SEND FOREIGN SERVICE COMMERCIAL OFFICERS AND OTHER
USG EXPORT SPECIALISTS ON ASSIGNMENTS FOR BETWEEN
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ONE WEEK AND SIX MONTHS WITH SELECTED EXPORT MULTI-
PLIER ORGANIZATIONS (E.G. TRADE JOURNALS, US TRADE
FAIRS, STATE TRADE DEVELOPMENT OFFICES, MANUFACTURERS
ASSOCIATIONS, EXPORT MANAGEMENT COMPANIES) TO GIVE

TAILORED COUNSEL ON EXPANDING EXPORTS. THESE SERVICES SHOULD BE FREE OR ON A REIMBURSABLE BASIS TO NON-USG PARTICIPANTS. NOTE: THIS WOULD BE LOGICAL EXTENSION OF PROPOSED (STATE 91897) TAILORED EXPORT MARKETING PLANS SERVICE (TEMPS).

14. SUGGESTION ELEVEN: INTERAGENCY WORKING GROUP MAY FIND IT HELPFUL TO SEND ONE OR MORE MEMBERS TO FRG TO MEET WITH US COMMERCIAL OFFICERS BASED IN EUROPE TO REVIEW THESE AND OTHER SUGGESTIONS. SIMILAR MEETINGS IN TWO OTHER MARKETING AREAS (E.G. LATIN AMERICA, EAST ASIA) WITH LARGEST US EXPORT POTENTIAL MIGHT ALSO HELP WORKING GROUP FIRM UP ITS

RECOMMENDATIONS.

15. SUGGESTION TWELVE: AS ALTERNATIVE TO ABOVE SUGGESTION, WORKING GROUP MIGHT PREFER INVITE ONE EXPERIENCED COMMERCIAL OFFICER FROM GERMANY TO COME TO WASHINGTON TO EXPLAIN OUR SUGGESTIONS AND/OR OTHERWISE ASSIST GROUP. IN THIS CONNECTION WORKING GROUP SHOULD NOTE THAT COUNTRY COMMERCIAL PROGRAM FOR FRG AND WEST BERLIN IS LARGEST USG OVERSEAS EXPORT PROMOTION DEVELOPMENT PROGRAM UNDER UNIFIED FIELD MANAGEMENT.

16. SUGGESTION THIRTEEN: EMBASSY BELIEVES FOLLOWING AREAS SHOULD BE MENTIONED IN PASSING FOR TASK FORCE'S CONSIDERATION.

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(A) IN GENERAL WE FIND MAIN LIMITATIONS TO EXPANDING US EXPORTS ARE DIRECTLY TRACEABLE TO US EXPORT APATHY. THERE ARE, HOWEVER, CERTAIN BARRIERS CREATED BY OUR MAJOR TRADING PARTNERS. ONE THAT RECEIVES CONSTANT ATTENTION AND RIGHTLY SO IS THE EUROPEAN ECONOMIC

COMMUNITY'S COMMON AGRICULTURAL POLICY WITH ITS SYSTEM OF VARIABLE LEVIES DISCRIMINATING STARKLY IN FAVOR OF MEMBER NATIONS' AGRICULTURAL PRODUCTS.

(B) GERMAN TOURIST SPENDING IN THE UNITED STATES IS OBVIOUSLY NOT A MERCHANDISE EXPORT. BUT IT IS ONE OF THE FASTEST RISING CIVILIAN SECTOR FOREIGN EXCHANGE EARNERS FOR THE US. AND, THROUGH USDOC'S US TRAVEL SERVICE, THE USG IS ALREADY STRUCTURED TO PROMOTE THIS DEVELOPMENT. EMBASSY STRONGLY SUPPORTS CONTINUED ADMINISTRATIVE BRANCH ADVOCACY OF RECENTLY PROPOSED DOLLARS ONE MILLION SUPPLEMENTARY BUDGET ITEM FOR FY 79 IN SUPPORT OF USTS REGIONAL OFFICE FRANKFURT.

THIS INFUSION OF FUNDS WILL ALLOW A USTS TO GO
BEYOND TOURIST AGENTS AND CARRIERS AND MAKE DIRECT
APPEAL TO INDIVIDUAL EUROPEAN TRAVELERS.

(C) EMBASSY BELIEVES THAT ATTENTION BY US BUSINESSMEN
TO EXPORTING MAKES GOOD SENSE ON ITS OWN MERITS --
WITHOUT NEED FOR SPECIAL TAX INCENTIVES. BUT WE

STRONGLY SUPPORT USG NON-TAX INCENTIVES OF WHATEVER
KIND (AWARDS, SPECIAL EXTENSION TYPE SERVICES FOR
NEW-TO-EXPORT FIRMS, ETC.) WHICH TEND TO ENHANCE
PUBLIC APPLICATION OF THE US EXPORTER AND HIS VITAL
ROLE IN AMERICAN LIFE.

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